

# TOURIST CAMP HERE ATTRACTS VISITORS

## Automobile Travelers Change Plans to Spend Time at Bryan Park.

The Chamber of Commerce has been asked for information on roads and camps in Virginia by a party of 150, Ohio, citizens who contemplate leaving that city about November 1 for a trip through the South. The chamber sent full information relative to routes in and out of Richmond, also regarding the tourist camp at Bryan Park.

Recently several North Carolina motorists were in the Fredericksburg where they learned that Richmond had a tourist camp. They immediately changed their routing and came to Richmond intending to spend one day. Because of the comforts of the Richmond camp they remained here three days and did considerable shopping.

The information about Richmond's tourist camp will soon be published in a directory which will have national circulation, and it is expected that thousands of tourists will be attracted here because of the splendid facilities for camping out.

Suggestions received at the Chamber of Commerce are that there should be signs placed along the highways calling attention to the tourists' camp at Bryan Park. This camp has water and sanitary facilities and will soon have lights.

## MADISON CORPORATION GET CHANDLER AGENCY

Expert Mechanics Will be Secured as Rapidly as Demand Warrants.

The Madison Motor Corporation, which has opened sales and service stations at 114 West Broad Street, has within the last week taken over the agency for the distribution of the Chandler car, and announces that an adequate stock of parts is being rushed to Richmond to supply the needs of Chandler owners in this city and section.

Expert Chandler mechanics will be secured as rapidly as the demand warrants, and efficient service is assured the public.

The Madison Motor Corporation is also State distributors for the Mercer cars, a product the high standard of which was upheld in material and workmanship during the chaotic years of the world war.

## H. R. HYMAN GOES WITH CHAS. H. FULLER FIRM

Was for Seven Years Advertising Manager of Cole Motor Company, of Indianapolis.

Wide interest attaches to the announcement that Herbert R. Hyman, for seven years advertising manager of the Cole Motor Car Company, Indianapolis, has become associated with the Charles H. Fuller Company, pioneer advertising agency of Chicago.

Mr. Hyman achieved considerable prominence in the advertising world through the unique patented process used for producing the four-color advertisements of the Cole Company. He was also responsible for "The Porcelain Lamp," a film story of the evolution of transportation, which won the endorsement of educators as well as of the United States Army quartermaster-general's department.

Mr. Hyman's wide experience in advertising and merchandising is indicated by his previous connection with the publishing house of Polase-Morrill as promotion director. As a former European correspondent, Mr. Hyman also specialized in foreign trade relations, thus bringing to the agency field extremely valuable knowledge at this time.



Look for this HOOD  
TIRE "Red Man"  
at Our Curb.

Any time you want to cut the cost of tire mileage from \$5.25 per thousand to about \$3—just change to

# HOOD TIRES

One Tire proves it.

## The Holladay Co.

The Quality Auto Supply Store, 629 E. Main St. (The Blue Front). Tel. Madison 2247 for speedy Service.

It is impossible to kill a Hupmobile.

**ANDERTON AUTOMOBILE CO., INC.**  
1837 WEST BROAD ST.  
PHONE BOULDER 638

## CHANDLER COMPANY HAS NEW OFFICIAL

G. M. Graham Appointed Vice-President in Charge of Sales Service and Advertising.

As part of its aggressive selling plans for 1922, the Chandler Motor Car Co. announces the selection of George M. Graham as vice-president in charge of sales, service and advertising. Mr. Graham relinquishes the vice-presidency of the Pierce-Arrow Motor Car Company to take the reins on November 1st.

The addition of Mr. Graham gives the Chandler organization a well informed analyst of automobile conditions and selling methods and a forceful executive. He is well-known to manufacturers and dealers throughout the United States, and it was a desire to associate himself with a quantity producer of popular priced cars of high grade performance, that prompted Mr. Graham's shift to the Chandler Company.

Mr. Graham graduated into the automobile industry via the route followed by many prominent automobile men—the newspaper profession. For many years he was one of the editors of the Philadelphia North American. Recently interested in transportation problems Mr. Graham became a foremost writer on automobile themes contributing to many publications in addition to his own paper. Mr. Graham is a member of three important committees of the National Automobile Chamber of Commerce: the Highways, Motor Truck and Taxation. In connection with pending legislation, he recently testified before the Senate Finance Committee and the Senate Post-Office and Post Roads Committee, and was one of the two spokesmen who discussed problems of the industry with President Harding last spring.

McKEE APPOINTED  
ADVERTISING COUNSEL

Cole Motor Company Will Resume Vigorous and Energetic Business Policies.

J. H. McKeefe, who has recently become first assistant to the head of the Cole Motor Car Company, announced yesterday that Homer McKeefe, formerly in charge of Cole sales and advertising, has been appointed advertising counsel to the Cole organization, and will handle Cole advertising through the Homer McKeefe Advertising Company of Indianapolis.

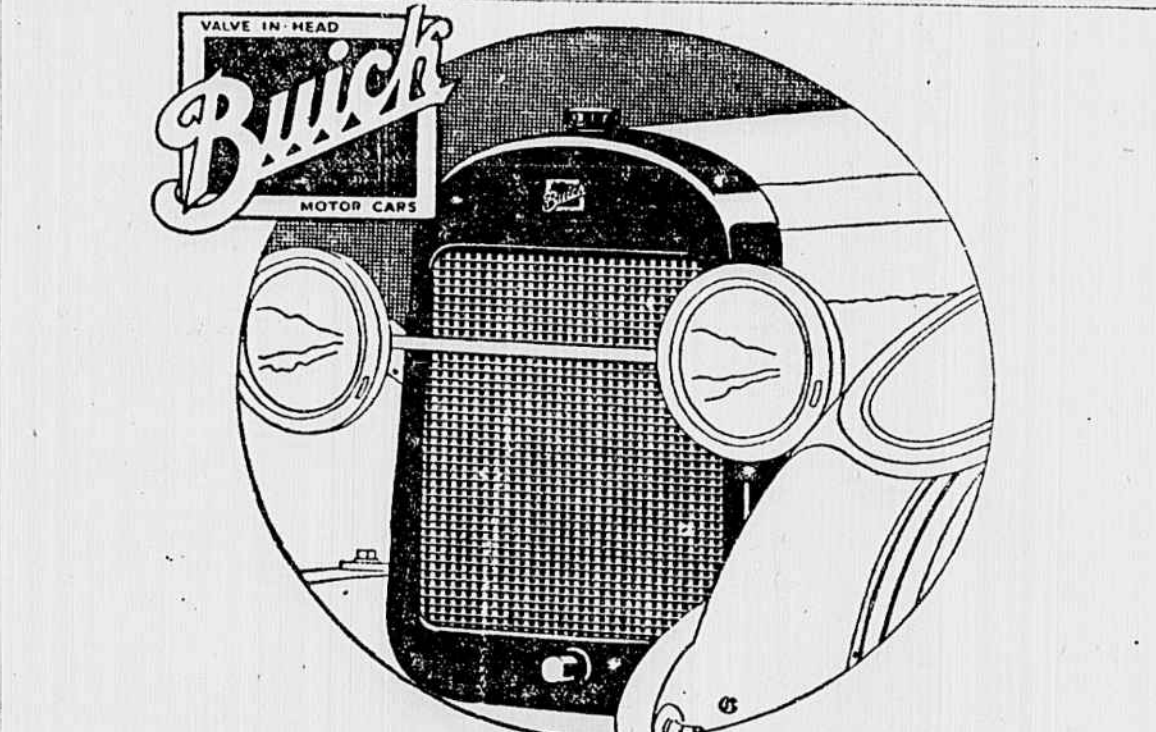
Simultaneously the appointment of Charles S. Crawford, formerly chief engineer of the Cole Motor Company, as engineering consultant to the Cole organization is announced by J. J. Cole, president of the Cole Motor Car Company. This, on the heels of the recent acquisition of J. H. McKeefe as assistant general manager of the Cole Company is generally accepted as meaning that, in the opinion of J. J. Cole, the moment has finally arrived for a resumption of vigorous and energetic business policies.

## Over 600,000 owners

**DODGE BROTHERS  
MOTOR CARS**

**HAVERFORD  
CYCLE CO.**  
America's Largest Motorcycle House  
Established 25 Years  
320 Market St., Philadelphia, Pa.—Dist.

**MOTORCYCLES**  
for \$15 a Month  
You can own and enjoy any of these standard bikes: Harley-Davidson, Indian, and more. Write for Mergin Bulletin.



# The Buick Radiator—Rugged, Efficient Typifies the Car

The Buick Radiator is typically Buick, strong—and ample in its cooling capacity to meet every condition. Should an accident happen to the Buick radiator core the damaged section can be removed and quickly replaced with a new section. You don't have to buy a complete new core. Come in today and see the new Buick models.

Buick Sixes	Buick Fours
22-Six-44 Three Pass. Roadster \$1495	22-Four-34 Two Pass. Roadster \$995
22-Six-45 Five Pass. Touring 1525	22-Four-35 Five Pass. Touring 975
22-Six-46 Three Pass. Coupe 2435	22-Four-36 Three Pass. Coupe 1475
22-Six-47 Five Pass. Sedan 2435	22-Four-37 Five Pass. Sedan 1650
22-Six-48 Four Pass. Coupe 2325	
22-Six-49 Seven Pass. Touring 2435	
22-Six-50 Seven Pass. Sedan 2635	

All Prices F. O. B. Flint, Michigan

**DULA MOTOR CORPORATION**  
BROAD AT SHAY ST.  
PHONES-RANDOLPH 451-4512

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

## Automobile Traffic Smaller on Tuesdays and Wednesdays Than Other Days of Week

If you are going on an automobile trip and want to avoid all possible traffic, you should go on Tuesday or Wednesday. Such is the conclusion reached from a study of a traffic census taken recently by the Bureau of Public Roads, United States Department of Agriculture, on one of the most-traveled roads in the United States. If you want to go at an hour when there will be the least traffic, start between 2 and 3 o'clock in the morning.

Traffic increases in amount steadily from Wednesday to Saturday, the census shows, and then jumps into big volume on Sunday. The volume on Sunday is about twice that on Tuesday or Wednesday. On Monday there is a decided drop from the Sunday figures, and on Tuesday the lowest ebb is reached.

There is less traffic on the road between 2 and 3 o'clock in the morning than at any other time of day. From 3 o'clock to 5 there is a slight increase, then a steady climb until 11. Between 11 o'clock and 1 there is a slight drop, and then an increase again until the peak is reached between 2 and 3. After 3 o'clock traffic drops slightly until 7, when the decrease becomes more pronounced. By midnight traffic has almost reached its lowest point.

Ninety per cent of the day's traffic, the census shows, rolls over the road between 7 A. M. and 9 P. M., and 52 per cent between 1 P. M. and 8 P. M.

## PRICE REDUCTIONS OF \$150 IN NASH FOUR

Manufacturers Announce Price Cut, Bringing Car Down to \$1,045.

Coming as a distinct surprise to those in the automobile industry most familiar with motor car values, is the announcement of the Nash Motors Company of a sweeping reduction in prices of all models of the Nash Four. The five-passenger touring car has been reduced \$150, according to the White Auto Service Company, making the new price \$1,045; the two-passenger roadster now sells for \$1,025; the three-passenger coupe \$1,045; and the five-passenger sedan \$1,035. These prices are all f. o. b. Milwaukee and are effective immediately.

So great has been the demand for four-cylinder cars that the Nash factory never has been in a position to fill all orders. This demand has steadily increased with a resultant volume in production.

**Phelps-Vaughan-Proffit Motor Co., Inc.**  
1633-37 W. Broad St. Boulevard 1370.

## SEPTEMBER SURPASSES AUGUST IN AUTO TRADE

Factories Working on Increased Time to Take Care of New Business.

"Prophecies made months ago have come true. September passed August in production and in sales in the automotive industry. Factories are at work taking care of new business, the financial phases of the business are on solid ground, and everything points to the full realization in the near future of the good times we have looked forward to for so long," says Walter C. Davis, secretary and sales manager of the George W. Davis Motor Car Company.

The fact that the automotive industry enjoyed a greater volume of business in September than in August is significant, because the feeling is now that the tide has turned and that all business is on the upgrade. The automobile industry is one of the "key" industries. It reflects the general tone of all business. Now that it has shown steady gains throughout the summer and is making such an auspicious start at beginning of the fall season, it is building better morale in every line of business.



Perhaps your battery may only need a recharge or distilled water. We will appreciate every small job and you will find it done correctly. Watering or inspection is Free.

This will be an opportunity for you to test our service.

**BAIRD BROS.**  
904 West Broad Street.  
Phone Madison 3480.



The Good Maxwell

The general opinion among owners of the good Maxwell is that it gives remarkably steady service at unusually low cost.

## Alsop Motor Corpn.

BROAD AT PINE STREET

# MAXWELL

## Studebaker

## LIGHT-SIX TOURING CAR NOW \$1150

This is a Studebaker Year

## Study the LIGHT-SIX feature by feature —then consider the new low price!

THIS remarkable light weight six-cylinder car combines all that we believe the critical owner expects in an automobile. It was built up to that expectation. And because it is manufactured complete in the Studebaker plant with middlemen's profits eliminated—Studebaker is able to offer it today at the new low price.

At all driving speeds the LIGHT-SIX is remarkably free from vibration. Its powerful 40-horsepower motor is an exclusive

Studebaker design—built complete in Studebaker factories. The flexibility—the power—and the economy (18 to 22 miles to the gallon) of the LIGHT-SIX motor are qualities not to be found in the average six-cylinder car.

You can have the advantage of this motor's wonderful gasoline economy and the satisfaction of its smoothness of operation only by owning a Studebaker LIGHT-SIX.

No motor car ever before offered to the public has represented so much in automobile values as the LIGHT-SIX at the new price. SEE this remarkable car. DRIVE in it. KNOW why Studebaker refers to it as "The World's Greatest Light-weight Automobile."

## COBURN MOTOR SALES CORP.

1217-23 WEST BROAD ST. PHONE-MADISON 6000

## NEW PRICES OF STUDEBAKER CARS, EFFECTIVE SEPTEMBER 8th, 1921

Touring Cars and Roadsters	Coupees and Sedans
LIGHT-SIX 3-PASS. ROADSTER.....\$1125	LIGHT-SIX 2-PASS. COUPE ROADSTER.....\$1550
LIGHT-SIX TOURING CAR.....1150	LIGHT-SIX 5-PASS. SEDAN.....1850
SPECIAL-SIX 2-PASS. ROADSTER.....1585	SPECIAL-SIX 4-PASS. COUPE.....2480
SPECIAL-SIX TOURING CAR.....1435	SPECIAL-SIX 5-PASS. SEDAN.....2550
SPECIAL-SIX 4-PASS. ROADSTER.....1635	BIG-SIX 4-PASS. COUPE.....2850
BIG-SIX TOURING CAR.....1985	BIG-SIX 7-PASS. SEDAN.....2950

ALL STUDEBAKER CARS ARE EQUIPPED WITH CORD TIRES.

